

# Farley Millano

PhD Researcher in Design Methodology at Universidade Nova de Lisboa

farleymillano@gmail.com

---

## Summary

I am a computer scientist and have a Master's degree in Sentiment Analysis / Opinion Mining from Centro de Informática at Universidade Federal de Pernambuco. And now, I am seeking a PhD degree in Design Methodology at Universidade Federal de Pernambuco and Universidade Nova de Lisboa.

I've been working with hardcore technologies since 2005 when I started as a researcher for Intel WCN group at CIn. Later I joined CESAR to work as System Engineer where I developed mobile projects for clients like: Vivo, Samsung and Motorola.

In 2007, I founded my own business, Comment Lab, which stands for a company that creates interactive interfaces and social media mashups, we've developed products for clients like: Itautec and Infoglobo. I was directly involved at strategic partnerships development and client prospecting.

I joined Ogilvy in 2009 at Recife's unit, there I was responsible for managing a multidisciplinary team (developers, testers, front-end engineers and motion developers). This position allowed me to handle worldwide projects for clients such as Unilever, Kraft Foods, Allianz, Motorola and IBM. Our team was awarded in key festivals like Cannes and El Ojo. I also supported the development Recife's operations by dealing with the business planning of the unit and negotiation with international key partners.

In 2011, I joined Joystreet in order to manage all of its products' development cycle. Its main product consists of a game-based social network which aims to bring dialogue and fun to the process of learning. Our clients spans through public and private sector which requires different approaches and a good mix of skills. Joystreet's management consists of a multidisciplinary team that collaborates to strategically address its - ever changing and complex - demands.

Specialties: Product management, Team leadership, Business modelling, Agile methodologies, Design methodologies and strategy. Digital products (mobile/web) and game development.

---

## Experience

### **PHD Researcher at Universidade Nova de Lisboa**

August 2014 - Present (3 months)

I am a PhD researcher in Agile Product Management through Design Methodologies.

My research interested is specifically located around digital artifacts and about strategically moving Design mission ahead; a powerful tool for exploration, understanding and transformation.

### **PMO Leader at Joy Street**

November 2013 - July 2014 (9 months)

This role make me responsible for the leadership of Joy Street's project office. Where we are constantly tuning the development processes and identifying best practices, I also act as an interface aiming the proper integration with business office and the board of directors as well.

The office as whole deals with operational and strategic issues regarding Joy Street's projects and their development teams. It's a way of looking across on the entire company instead of its products solely.

### **Project Manager at JoyStreet**

November 2011 - July 2014 (2 years 9 months)

I am responsible for the development of JoyStreet's new products and features.

I manage Joy Street's products, which comprises a team software developers, designers and education analysts. Our team is focused in the technological and educational development, along with maintenance and operations of Joy Street's products.

Besides product management, I also support the development of business proposals in terms of resource, scope, budget and schedule planning.

### **Project Manager at Ogilvy & Mather**

September 2009 - November 2011 (2 years 3 months)

My duty is to manage a branch of technology which goes from information architecture to back-end development. This operation is responsible for the whole development of Ogilvy's new interactive products and maintenance of existing ones. Our clients include: Unilever, Allianz, Kraft, IBM, Burger King, Motorola, Fox 20th Century and Telecine.

### **Partner at Comment Lab**

August 2007 - March 2010 (2 years 8 months)

As founder of this company, this role demands a participation from the council which steers and controls it.

### **Business Director at Comment Lab**

August 2007 - October 2009 (2 years 3 months)

This position allowed me to work as a frontman when dealing with business partners as products were created. The main responsibility is to enable a constant business development and proper positioning of the company.

### **System Engineer at CESAR**

January 2007 - March 2008 (1 year 3 months)

- Development and maintenance of Eclipse SDK modules for mobile phones.
- New features and maintenance of Samsung mobile applications.

*2 recommendations available upon request*

## **Trainee at CESAR**

January 2005 - January 2007 (2 years 1 month)

I worked as System Engineer in mobile technologies such as Brew, J2ME and C.

## **Researcher at CESAR/Intel**

January 2005 - June 2005 (6 months)

Researcher in Intel WCN (wireless competence network), developing its applications with Intel XScale technologies.

*1 recommendation available upon request*

---

## **Projects**

### **Ades Brasil Corporate Website**

2011 to Present

Members: Farley Millano

It represented a new positioning for Ades in Brazil, in order to show spontaneity and freshness.

### **Jac Motors**

2011 to Present

Members: Farley Millano

The website was part of an integrated campaign to present Jac Motors to brazilian consumers.

### **Tang - Preparou, bebeu, faz**

2010 to Present

Members: Farley Millano

This project was aimed at children who wanted to change the world through environmental sustainability.

### **OjE - Olimpíada de Jogos Digitais e Educação**

November 2009 to Present

Members: Farley Millano, Amanda Matos, Isabel Wanderley, MsC, PMP, Fred Vasconcelos, Filipe Pessoa, André Neves, Luciano Meira, Paulo Rodrigues, Michelle Amorim, Luciana Medeiros

### **OJE - Olimpíadas de Jogos Digitais e Educação**

September 2011 to Present

Members: Farley Millano, Emerson Silva, Camila Carvalho, PMP, Paulo Amorim, Bruno Oliveira, Pietro Amaral, Renata Stadtler

### **Plinks**

January 2013 to Present

Members: Farley Millano, Camila Carvalho, PMP, Arthur Aef, Diego Credidio, Marcel Calbusch

O PLINKS é uma plataforma de aprendizagem lúdica que envolve estudantes e educadores numa aventura divertida através do conhecimento. Nesta aventura, somos convidados a desbravar um universo rico em games e desafios de aprendizagem, por via de uma narrativa fascinante.

A história dos PLINKS, personagens centrais da plataforma, provoca uma experiência inovadora na relação do aprendiz junto aos conteúdos escolares, facilitando uma nova forma de conhecer.

### **Olimpíadas de Jogos e Educação - Acre**

June 2013 to Present

Members: Farley Millano, Bruno Oliveira, MSc., Camila Carvalho, PMP, Emerson Silva, Paulo Amorim, Pietro Amaral, Renata Stadtler

### **Coke Happiness Refill**

May 2012 to Present

Members: Farley Millano, João Guilherme Ribeiro, Emerson Silva

A máquina da Coca Cola que distribui internet de graça.

Projeto conceito criado pela Ogilvy.

Bronze Lion Mobile 2012 | Bronze Lion Design 2012 | Silver Pencil One Show Design 2013

### **Coke Happiness Refill**

May 2012 to Present

Members: Farley Millano, João Guilherme Ribeiro, Emerson Silva

A máquina da Coca Cola que distribui internet de graça.

Projeto conceito criado pela Ogilvy.

Bronze Lion Mobile 2012 | Bronze Lion Design 2012 | Silver Pencil One Show Design 2013

---

## Certifications

### **Certified Scrum Master**

Scrum Alliance

### **Project Management Professional (PMP)**

Project Management Institute License 2509848

---

## Skills & Expertise

### **Product Development**

### **Agile Project Management**

### **Product Management**

### **Software Engineering**

### **Project Management**

### **Mobile Applications**

### **Software Development**

### **Software Project Management**

### **Management**

### **Scrum**

### **Business Strategy**

### **Web Applications**

**Start-ups**  
**Strategy**  
**Eclipse**  
**Java**  
**Information Architecture**  
**Strategic Partnerships**  
**User Experience**  
**Business Management**  
**Production Management**  
**Production Planning**  
**Production Management**  
**PMBOK**  
**Design Thinking**  
**Design Methodologies**  
**Innovation**  
**Innovation Management**  
**Product Design**  
**Producing**  
**Budgets**  
**Production Budgeting**  
**Business Analysis**  
**Strategic Planning**  
**Project Planning**  
**Project Estimation**  
**Business Modeling**  
**Business Model Innovation**  
**Presentations**  
**Mobile Devices**  
**Integration**  
**MS Project**  
**UML**  
**User Interface Design**  
**Agile Methodologies**

---

## Education

### **Universidade Federal de Pernambuco**

Doctor of Philosophy (PhD), Design Thinking Methodology / Digital Artifacts Production, 2013 - 2017

Activities and Societies: GDR Lab

### **Universidade Federal de Pernambuco**

MSc, Opinion Mining, Sentiment Analysis, Natural Language Processing, Information Retrieval, 2008 - 2010

Activities and Societies: CIn - Centro de Informática, Formula - Formal Methods Study Group

### **Universidade Federal de Pernambuco**

Bachelor, Software Engineering, Mobile Technologies, 2002 - 2007

---

## Languages

**English**

(Native or bilingual proficiency)

**Portuguese**

(Native or bilingual proficiency)

---

## Interests

startups, business development

---

# Farley Millano

PhD Researcher in Design Methodology at Universidade Nova de Lisboa

farleymillano@gmail.com

---



## 3 people have recommended Farley

"I knew Farley at PTT, which was a very challenging project for implementing OMA Push-To-Talk specification for cell phones, using C language with OO principles. He is a great colleague, very kind, committed, serious, and enthusiastic person, and I have the pleasure of have him as a friend."

— **Marcos Artur Gonçalves Silva**, *Software Engineer, CESAR*, worked directly with Farley at CESAR

"I thoroughly enjoyed working with Farley. He's an excellent professional, committed and reliable. I admired both his technical and client-facing skills. His communication skills are second to none."

— **Youssef Bouguerra**, *Project Manager, C.E.S.A.R*, managed Farley at CESAR

"Farley studied with me at the UFPE Computer Science graduation course. He was a good partner when we developed a lot of project together that time. He is absolutely committed with the goal defined by the group. Certainly, It was very good to work with him."

— **Allan Araujo**, *Software Architect, Effektiv Solutions*, worked directly with Farley at CESAR/Intel

[Contact Farley on LinkedIn](#)